

Press Release

Jan 08, 2009 | ID: 18531

Burton European Open Snowboarding Championships in Laax - World's top riders confirmed and ready to win two brand new Volvo XC60s

Burton European Open Snowboarding Championships in Laax - World's top riders confirmed and ready to win two brand new Volvo XC60s

The 10th annual Burton European Open (BEO) is gearing up to be one of the season's most exciting snowboard events as many of the world's best riders get ready to compete in LAAX, Switzerland from Jan. 9-16, 2009. Top prizes are two brand new Volvo XC60's, that the best male and female overall rider will take home.

Special versions of Volvos - foiled in Burton collection

Volvo Cars is participating in several Burton activities around Europe, such as the 12 Burton Amateur Tour stops, 15 Burton Demo Tour stops and of course the BEO. The partnership between Volvo and Burton is made for 3 years. Safety is important to both Volvo and Burton. The driver or the rider should never have to think about technologies and systems, they should support intuitively. It is only when the rider or driver feel safe and in control that they can enjoy the experience to the full.

At the different events there will be special versions of the Volvo XC70, XC90 and C30 developed together with Burton. The cars, featuring bodywork with a foil livery from the Burton Collection - Light Camo - will be displayed at various snowboard events.

BEO Laax 2009: Two brand new Volvo XC60 for best male and female overall rider

Around 300 riders from 24 different countries - from amateurs to rookies to pros - registered online for a spot in the halfpipe and slopestyle disciplines. Riders from Europe, USA, Canada, Japan, Australia, New Zealand and even Israel are expected to join this year's anniversary event. This year's top prizes are two brand new Volvo XC60 that the best male and female overall rider will take home.

All riders who make it through the qualification will have the chance to battle with the world's top riders, among them last year's Swatch TTR World Champion 07/08 and defending BEO Halfpipe Champion Kevin Pearce from the US. Olympic gold medalist Shaun White, who just won the Nissan X-Trail Jam in Tokyo last weekend, is defending his BEO 08 Slopestyle title and will be going after the BEO Halfpipe crown this year. Last year's BGOS Champion Peetu Piironen will be one of the hottest candidates for a podium spot in both Halfpipe and Slopestyle, especially after his 2nd place finish in the Big Air competition at last weekend's Nissan X-Trail Jam. Shaun, Kevin and Peetu will be joined by an armada of former BEO winners including Keir Dillon/USA, Nicolas Müller/SUI, David Benedek/GER, Heikki Sorsa/FIN, Mikkel Bang/NOR and Andy Finch/USA.

For the ladies, two-time BEO winner and Olympic gold medalist Kelly Clark/USA will try to earn her third BEO victory. Kelly has gotten off to a strong start this season with a 3rd place finish in the New Zealand Open halfpipe event and a first place title at the season's first Grand Prix at Copper Mountain last weekend. Also confirmed is reigning Swatch TTR World Champion 07/08 Jamie Anderson, who is currently in first place for the 2009 BGOS \$100,000 title after three first place

finishes at the New Zealand and Australia Opens in August.

For those who can't make it to Switzerland, BEO semi-finals and finals it will be possible to watch them live on Go211.com, where webcasts and highlights of the competitions will also be available for on-demand viewing once the event is over.

For more information about this year's BEO, check out <http://www.opensnowboarding.com/>

Keywords:

Press Releases,Life Style,Events/Activities,Special Interests,XC60,XC70 Cross Country,XC90,Sponsorship

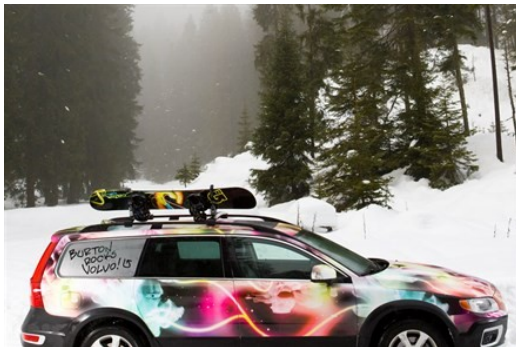
Descriptions and facts in this press material relate to Volvo Cars' international car range. Described features might be optional. Vehicle specifications may vary from one country to another and may be altered without prior notification.

Media Contacts

Volvo Cars Media Relations

Phone: +46 (0)31-59 65 25
media@volvocars.com

Related Images



[More Images >](#)

media.volvocars.com >

volvocars.com >

Copyright © 2025 Volvo Car Corporation (or its affiliates or licensors).